



**WSFA**  
**12 East Delano Ave.**  
**Montgomery, AL 36105**  
**(334) 288-1212**

www.wsfa.com

And:

**PinPoint Media, Inc (B)**  
**1707 Osage St, Ste 103**  
**Alexandria, VA 22302**

# CONTRACT

<b>Contract / Revision</b> 1778288 /		<b>Alt Order #</b> 08709730
<b>Product</b> LUTHER STRANGE SENAT		
<b>Contract Dates</b> 08/08/17 - 08/15/17		<b>Estimate #</b> 803
<b>Advertiser</b> POL/Strange, Luther/R/Senator/AL		<b>Original Date / Revision</b> 07/12/17 / 08/08/17
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Property</b> WSFA	<b>Account Executive</b> Ryan Eddins	<b>Sales Office</b> HRP-Washingto
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>Agency Code</b> 9913865	<b>Advertiser Code</b> 62	<b>Product 1/2</b> 78
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WSFA	08/11/17	08/11/17	ALABAMA LIVE @ 11A	11-1130Am		:30				NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	----1--				1	\$30.00				
N 2	WSFA	08/11/17	08/11/17	ALABAMA LIVE @ 1130AM	1130A-12P		:30				NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	----1--				1	\$30.00				
N 3	WSFA	08/11/17	08/11/17	WSFA 12 News at Noon	12-1230pm		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	----1--				1	\$100.00				
N 4	WSFA	08/11/17	08/11/17	Judge Judy 1st Run	330-4p		:30				NM	1	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	----1--				1	\$270.00				
N 5	WSFA	08/11/17	08/11/17	WSFA 12 NEWS AT 4PM	M-F 4-430P		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	----1--				1	\$60.00				
N 6	WSFA	08/11/17	08/11/17	Today in Alabama 530a	528am-6am		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	----1--				1	\$125.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WSFA	08/07/17-08/13/17	Today in Alabama 530a	528am-6am	-----F----	:30		\$125.00		NM		
				Credited									
N 7	WSFA	08/11/17	08/11/17	Today In Alabama	6a-7a		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	----1--				1	\$200.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WSFA	08/07/17-08/13/17	Today In Alabama	6a-7a	-----F----	:30		\$200.00		NM		
				Credited									
N 8	WSFA	08/11/17	08/11/17	Entertainment Tonight	630-7p		:30				NM	1	\$215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	----1--				1	\$215.00				
N 9	WSFA	08/11/17	08/11/17	NBC Today Show	7-9am		:30				NM	1	\$115.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.





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Contract / Revision	Alt Order #
1778288 /	08709730

Contract Dates	Product	Estimate #
08/08/17 - 08/15/17	LUTHER STRANGE SE	803

Advertiser	Original Date / Revision
POL/Strange, Luther/R/S	07/12/17 / 08/08/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	----1--				1	\$115.00				
N 10	WSFA	08/11/17	08/11/17	Dateline	9-10pm		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	----1--				1	\$225.00				
N 11	WSFA	08/14/17	08/14/17	WSFA 12 News at Ten - MF	10-1035pm		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/14/17	08/20/17	1-----				1	\$275.00				
N 12	WSFA	08/14/17	08/14/17	NBC Today Show 3	10-11am		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/14/17	08/20/17	1-----				1	\$50.00				
N 13	WSFA	08/14/17	08/14/17	ALABAMA LIVE @ 11A	11-1130Am		:30				NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/14/17	08/20/17	1-----				1	\$30.00				
N 14	WSFA	08/14/17	08/14/17	ALABAMA LIVE @ 1130AM	1130A-12P		:30				NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/14/17	08/20/17	1-----				1	\$30.00				
N 15	WSFA	08/14/17	08/14/17	WSFA 12 News at Noon	12-1230pm		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/14/17	08/20/17	1-----				1	\$100.00				
N 16	WSFA	08/14/17	08/14/17	Judge Judy 1st Run	330-4p		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/14/17	08/20/17	1-----				1	\$60.00				
N 17	WSFA	08/14/17	08/14/17	Today in Alabama 430am	430-5a		:30				NM	1	\$5.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/14/17	08/20/17	1-----				1	\$5.00				
N 18	WSFA	08/14/17	08/14/17	WSFA 12 NEWS AT 4PM	M-F 430-5P		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/14/17	08/20/17	1-----				1	\$75.00				
N 19	WSFA	08/14/17	08/14/17	Today in Alabama 5am	5-530a		:30				NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/14/17	08/20/17	1-----				1	\$85.00				
N 20	WSFA	08/14/17	08/14/17	WSFA 12 News at Five	5-530pm		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/14/17	08/20/17	1-----				1	\$185.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WSFA	08/14/17-08/20/17	WSFA 12 News at Five	5-530pm	M-----	:30		<del>\$185.00</del>		NM		
Credited													
N 21	WSFA	08/14/17	08/14/17	Today in Alabama 530a	528am-6am		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/14/17	08/20/17	1-----				1	\$100.00				
N 22	WSFA	08/14/17	08/14/17	WSFA 12 News at Six - MF	6-630pm		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/14/17	08/20/17	1-----				1	\$350.00				
N 23	WSFA	08/14/17	08/14/17	Today In Alabama	6a-7a		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/14/17	08/20/17	1-----				1	\$175.00				
N 24	WSFA	08/14/17	08/14/17	NBC Today Show	7-9am		:30				NM	1	\$115.00

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Start Date	End Date	Weekdays	Spots/Week	Rate																					
Week: 08/14/17	08/20/17	1-----	1	\$115.00																					
N 25	WSFA	08/14/17	08/14/17	American Ninja Warrior	7-10pm		:30				NM	1	\$300.00												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr><tr><td>Week: 08/14/17</td><td>08/20/17</td><td>1-----</td><td>1</td><td>\$300.00</td></tr></table>														Start Date	End Date	Weekdays	Spots/Week	Rate	Week: 08/14/17	08/20/17	1-----	1	\$300.00		
Start Date	End Date	Weekdays	Spots/Week	Rate																					
Week: 08/14/17	08/20/17	1-----	1	\$300.00																					
N 26	WSFA	08/14/17	08/14/17	NBC Today 2	9-10am		:30				NM	1	\$50.00												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr><tr><td>Week: 08/14/17</td><td>08/20/17</td><td>1-----</td><td>1</td><td>\$50.00</td></tr></table>														Start Date	End Date	Weekdays	Spots/Week	Rate	Week: 08/14/17	08/20/17	1-----	1	\$50.00		
Start Date	End Date	Weekdays	Spots/Week	Rate																					
Week: 08/14/17	08/20/17	1-----	1	\$50.00																					
N 27	WSFA	08/12/17	08/12/17	NBC Saturday Today Show	6-8am		:30		*		NM	1	\$45.00												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr><tr><td>Week: 08/07/17</td><td>08/13/17</td><td>-----1-</td><td>1</td><td>\$45.00</td></tr></table>														Start Date	End Date	Weekdays	Spots/Week	Rate	Week: 08/07/17	08/13/17	-----1-	1	\$45.00		
Start Date	End Date	Weekdays	Spots/Week	Rate																					
Week: 08/07/17	08/13/17	-----1-	1	\$45.00																					
N 28	WSFA	08/13/17	08/13/17	WSFA 12 NEWS @ 1030P	1030-11P		:30				NM	1	\$150.00												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr><tr><td>Week: 08/07/17</td><td>08/13/17</td><td>-----1</td><td>1</td><td>\$150.00</td></tr></table>														Start Date	End Date	Weekdays	Spots/Week	Rate	Week: 08/07/17	08/13/17	-----1	1	\$150.00		
Start Date	End Date	Weekdays	Spots/Week	Rate																					
Week: 08/07/17	08/13/17	-----1	1	\$150.00																					
N 29	WSFA	08/13/17	08/13/17	NET NBC Sunday Today Shc	7-8a		:30				NM	1	\$45.00												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr><tr><td>Week: 08/07/17</td><td>08/13/17</td><td>-----1</td><td>1</td><td>\$45.00</td></tr></table>														Start Date	End Date	Weekdays	Spots/Week	Rate	Week: 08/07/17	08/13/17	-----1	1	\$45.00		
Start Date	End Date	Weekdays	Spots/Week	Rate																					
Week: 08/07/17	08/13/17	-----1	1	\$45.00																					
N 30	WSFA	08/13/17	08/13/17	NET NBC Meet The Press	8-9a		:30				NM	1	\$45.00												
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Start Date	End Date	Weekdays	Spots/Week	Rate																					
Week: 08/07/17	08/13/17	-----1	1	\$45.00																					
N 31	WSFA	08/13/17	08/13/17	WSFA News Sunday AM	9-930a		:30				NM	1	\$20.00												
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Start Date	End Date	Weekdays	Spots/Week	Rate																					
Week: 08/07/17	08/13/17	-----1	1	\$20.00																					
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Week: 08/07/17	08/13/17	---1---	1	\$275.00																					
N 33	WSFA	08/10/17	08/10/17	NBC Today Show 3	10-11am		:30				NM	1	\$50.00												
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Week: 08/07/17	08/13/17	---1---	1	\$50.00																					
N 34	WSFA	08/10/17	08/10/17	Tonight Show	1035-1137pm		:30				NM	1	\$115.00												
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Week: 08/07/17	08/13/17	---1---	1	\$115.00																					
N 35	WSFA	08/10/17	08/10/17	ALABAMA LIVE @ 11A	11-1130Am		:30		*		NM	1	\$30.00												
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Week: 08/07/17	08/13/17	---1---	1	\$30.00																					
N 36	WSFA	08/10/17	08/10/17	ALABAMA LIVE @ 1130AM	1130A-12P		:30				NM	1	\$30.00												
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Start Date	End Date	Weekdays	Spots/Week	Rate																					
Week: 08/07/17	08/13/17	---1---	1	\$60.00																					
N 39	WSFA	08/10/17	08/10/17	WSFA 12 NEWS AT 4PM	M-F 4-430P		:30				NM	1	\$60.00												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr><tr><td>Week: 08/07/17</td><td>08/13/17</td><td>---1---</td><td>1</td><td>\$60.00</td></tr></table>														Start Date	End Date	Weekdays	Spots/Week	Rate	Week: 08/07/17	08/13/17	---1---	1	\$60.00		
Start Date	End Date	Weekdays	Spots/Week	Rate																					
Week: 08/07/17	08/13/17	---1---	1	\$60.00																					
N 40	WSFA	08/10/17	08/10/17	WSFA 12 NEWS AT 4PM	M-F 430-5P		:30				NM	1	\$75.00												

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**WSFA**  
**12 East Delano Ave.**  
**Montgomery, AL 36105**  
**(334) 288-1212**

www.wsfa.com

Contract / Revision	Alt Order #
1778288 /	08709730

Contract Dates	Product	Estimate #
08/08/17 - 08/15/17	LUTHER STRANGE SE	803

Advertiser	Original Date / Revision
POL/Strange, Luther/R/S	07/12/17 / 08/08/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	---1---				1	\$75.00				
N 41	WSFA	08/10/17	08/10/17	WSFA 12 News at Five	5-530pm		:30				NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	---1---				1	\$185.00				
D 42	WSFA	08/10/17	08/10/17	NBC Nightly News	530-6pm		:30				NM	0	\$0.00
N 43	WSFA	08/10/17	08/10/17	WSFA 12 News at Six - MF	6-630pm		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	---1---				1	\$350.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WSFA	08/07/17-08/13/17	WSFA 12 News at Six - MF	6-630pm	----Th-----	:30		<del>\$350.00</del>		NM		
Credited													
N 44	WSFA	08/10/17	08/10/17	Today In Alabama	6a-7a		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	---1---				1	\$175.00				
N 45	WSFA	08/10/17	08/10/17	Entertainment Tonight	630-7p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	---1---				1	\$215.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WSFA	08/07/17-08/13/17	Entertainment Tonight	630-7p	----Th-----	:30		<del>\$215.00</del>		NM		
Credited													
N 46	WSFA	08/10/17	08/10/17	NBC Today 2	9-10am		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	---1---				1	\$50.00				
N 47	WSFA	08/08/17	08/08/17	WSFA 12 News at Ten - MF	10-1035pm		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	-1-----				1	\$275.00				
N 48	WSFA	08/08/17	08/15/17	NBC Today Show 3	10-11am		:30				NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	-1-----				1	\$50.00				
Week:		08/14/17	08/20/17	-1-----				1	\$50.00				
N 49	WSFA	08/08/17	08/08/17	Tonight Show	1035-1137pm		:30				NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	-1-----				1	\$115.00				
N 50	WSFA	08/08/17	08/15/17	ALABAMA LIVE @ 11A	11-1130Am		:30				NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	-1-----				1	\$30.00				
Week:		08/14/17	08/20/17	-1-----				1	\$30.00				
N 51	WSFA	08/08/17	08/15/17	ALABAMA LIVE @ 1130AM	1130A-12P		:30				NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	-1-----				1	\$30.00				
Week:		08/14/17	08/20/17	-1-----				1	\$30.00				
N 52	WSFA	08/08/17	08/08/17	Judge Judy 1st Run	330-4p		:30				NM	1	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	-1-----				1	\$270.00				
N 53	WSFA	08/15/17	08/15/17	NBC Early Today	4XM-430XM		:30				NM	1	\$3.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/14/17	08/20/17	-1-----				1	\$3.00				

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1778288 /	08709730

Contract Dates	Product	Estimate #
08/08/17 - 08/15/17	LUTHER STRANGE SE	803

Advertiser	Original Date / Revision
POL/Strange, Luther/R/S	07/12/17 / 08/08/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 54	WSFA	08/08/17	08/08/17	WSFA 12 NEWS AT 4PM	M-F 4-430P		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	-1-----				1	\$60.00				
N 55	WSFA	08/15/17	08/15/17	Today in Alabama 430am	430-5a		:30				NM	1	\$5.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/14/17	08/20/17	-1-----				1	\$5.00				
N 56	WSFA	08/15/17	08/15/17	Today in Alabama 5am	5-530a		:30				NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/14/17	08/20/17	-1-----				1	\$85.00				
N 57	WSFA	08/08/17	08/08/17	WSFA 12 News at Five	5-530pm		:30				NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	-1-----				1	\$185.00				
N 58	WSFA	08/08/17	08/15/17	Today in Alabama 530a	528am-6am		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	-1-----				1	\$100.00				
Week:		08/14/17	08/20/17	-1-----				1	\$100.00				
D 59	WSFA	08/08/17	08/08/17	NBC Nightly News	530-6pm		:30				NM	0	\$0.00
N 60	WSFA	08/08/17	08/08/17	WSFA 12 News at Six - MF	6-630pm		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	-1-----				1	\$350.00				
N 61	WSFA	08/08/17	08/15/17	Today In Alabama	6a-7a		:30				NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	-1-----				1	\$175.00				
Week:		08/14/17	08/20/17	-1-----				1	\$175.00				
N 62	WSFA	08/08/17	08/15/17	NBC Today Show	7-9am		:30				NM	2	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	-1-----				1	\$115.00				
Week:		08/14/17	08/20/17	-1-----				1	\$115.00				
N 63	WSFA	08/08/17	08/08/17	NBC Today 2	9-10am		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	-1-----				1	\$50.00				
N 64	WSFA	08/09/17	08/09/17	ALABAMA LIVE @ 11A	11-1130Am		:30				NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	--1----				1	\$30.00				
N 65	WSFA	08/09/17	08/09/17	WSFA 12 News at Noon	12-1230pm		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	--1----				1	\$100.00				
N 66	WSFA	08/09/17	08/09/17	WSFA 12 News at Five	5-530pm		:30				NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	--1----				1	\$185.00				
N 67	WSFA	08/09/17	08/09/17	Today in Alabama 530a	528am-6am		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	--1----				1	\$100.00				
N 68	WSFA	08/09/17	08/09/17	WSFA 12 News at Six - MF	6-630pm		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	--1----				1	\$350.00				
N 69	WSFA	08/09/17	08/09/17	Today In Alabama	6a-7a		:30				NM	1	\$175.00

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Contract / Revision	Alt Order #
1778288 /	08709730

Contract Dates	Product	Estimate #
08/08/17 - 08/15/17	LUTHER STRANGE SE	803

Advertiser	Original Date / Revision
POL/Strange, Luther/R/S	07/12/17 / 08/08/17

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	--1----				1	\$175.00				
N 70	WSFA	08/09/17	08/09/17	Entertainment Tonight	630-7p		:30				NM	1	\$215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	--1----				1	\$215.00				
N 71	WSFA	08/09/17	08/09/17	NBC Today Show	7-9am		:30				NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	--1----				1	\$115.00				
N 72	WSFA	08/09/17	08/09/17	America's Got Talent	7-10pm		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	--1----				1	\$500.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Type</u>		
		1	WSFA	08/07/17-08/13/17	America's Got Talent	7-10pm	---W-----	:30	<del>\$500.00</del>		NM		
Credited													
N 73	WSFA	08/08/17	08/11/17	WSFA 12 News at Six - MF	6-630pm		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	-TWTF--				1	\$350.00				
N 74	WSFA	08/08/17	08/11/17	WSFA 12 News at Ten - MF	10-1035pm		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	-TWTF--				1	\$300.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Type</u>		
		1	WSFA	08/07/17-08/13/17	WSFA 12 News at Ten - MF	10-1035pm	-TuWThF----	:30	<del>\$300.00</del>		NM		
Credited													
N 75	WSFA	08/08/17	08/11/17	NBC Today Show 3	10-11am		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	-TWTF--				1	\$50.00				
N 76	WSFA	08/08/17	08/11/17	WSFA 12 News at Noon	12-1230pm		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	-T-----				1	\$100.00				
N 77	WSFA	08/08/17	08/11/17	ALABAMA LIVE @ 1130AM	1130A-12P		:30				NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	-TWTF--				1	\$30.00				
N 78	WSFA	08/14/17	08/15/17	Today In Alabama	6a-7a		:30				NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/14/17	08/20/17	MT-----				2	\$175.00				
N 79	WSFA	08/11/17	08/11/17	Today in Alabama 530a	528am-6am		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	----F--				1	\$100.00				
N 80	WSFA	08/11/17	08/11/17	Today In Alabama	6a-7a		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	----F--				1	\$175.00				
N 81	WSFA	08/08/17	08/08/17	WSFA 12 News at Ten - MF	10-1035pm		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	-T-----				1	\$275.00				
N 82	WSFA	08/12/17	08/12/17	LBS:FOREVER YOUNG	7-10pm		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	-----S-				1	\$75.00				
N 83	WSFA	08/13/17	08/13/17	WSFA 12 News at Ten - Sun	10-1030pm		:30				NM	1	\$300.00

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Advertiser	Original Date / Revision
POL/Strange, Luther/R/S	07/12/17 / 08/08/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	-----S				1	\$300.00				
N 84	WSFA	08/10/17	08/10/17	WSFA 12 News at Noon	12-1230pm		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	---T---				1	\$100.00				
N 85	WSFA	08/10/17	08/10/17	RI Falcon Pre-Season Game 6-9p			:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	---T---				1	\$300.00				
N 86	WSFA	08/09/17	08/11/17	Today in Alabama 530a	528am-6am		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	--11---				2	\$100.00				
Totals								0.00				85	\$10,598.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/31/17 - 08/15/17	85	\$10,598.00	(\$1,589.70)	\$9,008.30
<b>Totals</b>	<b>85</b>	<b>\$10,598.00</b>	<b>(\$1,589.70)</b>	<b>\$9,008.30</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.









REP: TEL# 703-528-9387 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP AUG8/17 15.34  
\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$ \*\*CHANGES\*\* \*\*\* WSFA-TV \*\*\*

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: SPTS:
85	A		600P-930P	30		\$300.00	8/10	8/10	1		THU	1
PROGRAM : FALCONS PRE-SEASON ORD COM1: SPOT IS NA. PLEASE CONFIRM ASAP!! ONE OF THE OFFERS AFFECTS TOMORROW. ORD COM2: THANKS, DENICE THIS IS A MAKE-GOOD FOR AUG9 ON LINE-72 FOR 1 SPOT/WK												
86	A		530A-600A	30		\$100.00	8/9	8/10	2		W-TH	2
PROGRAM : AGT ORD COM1: SPOT IS NA. PLEASE CONFIRM ASAP!! ONE OF THE OFFERS AFFECTS TOMORROW. ORD COM2: THANKS, DENICE PART OF A MAKEGOOD MADE UP OF LINES 85-86 STATION MAKEGOOD OFFERS: M5 OK'D BUY#72 MISSED:WED/700P-900P AUG9 30S \$500.00 (AUG8/17) OFFER:THU/600P-930P AUG10 30S \$300.00 PLS ADVISE. & W-TH/530A-600A AUG9(2/WK) 30S \$100.00 CMT:SPOT IS NA. PLEASE CONFIRM ASAP!! ONE OF THE OFFERS AFFECTS TOMORROW. CMT: THANKS, DENICE												
AUG/17			10598.00									CONTRACT TOTAL 10598.00 TOTAL SPOTS 85

MARKET TOTALS \$21,628 WSFA 49% WNCN 8% WAKA 31% WCOV 12% CABL 0% WBMM 0% WIYC 0%  
ESFA 0% EAKA 0%

ACCURATE SHARES

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE



REP HEADLINE# 8709730 TRF# 1778288 REP: TEL# 703-528-9387 FAX# 703-516-9680  
\$\$\$ MOD# 2: APPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM STATION AUG8/17 15.51  
\*\*\* WSFA-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/L STRANGE/R/SEN/AL REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME PINPOINT MEDIA BUYER NAME DANETTE SEGROVES  
1707 OSAGE STREET SUITE 103 SALES PRSN WA- RYAN EDDINS (H)  
ALEXANDRIA, VA 22302

ORDER # \_\_\_\_\_ CONTRACT # 8709730 CLASS: NATL. LOCAL REGIONAL  
PRDCT LUTHER STRANGE SENAT EST#803 COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES AUG8/17 AUG15/17 WK-2

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE AUG8/17 15.51

REP: REV  
OK'D M5  
PLS CFM  
THANKS RYAN

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ELECTRONIC INVOICING:  
SPOT DATA - IDB# 1886.  
TV INVOICES - IDB# 9915283.

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

M5	OK'D	BUY#72	MISSED: WED/700P-900P	AUG9	30S	\$500.00	(AUG8/17)
			OFFER: THU/600P-930P	AUG10	30S	\$300.00	PLS ADVISE.
			& W-TH/530A-600A	AUG9(2/WK)	30S	\$100.00	
			CMT: SPOT IS NA. PLEASE CONFIRM ASAP!! ONE OF THE OFFERS AFFECTS TOMORROW.				
			CMT: THANKS, DENICE				

CONTRACT TOTAL 10598.00  
TOTAL SPOTS 85

